

**Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability**

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation (Millions of dollars)					Standard error for percent change				
		4Q 2004 (p)	3Q 2004 (r)	2Q 2004	1Q 2004	4Q 2003	4Q 2004 from 3Q 2004 (p)	3Q 2004 from 2Q 2004 (r)	2Q 2004 from 1Q 2004	1Q 2004 from 4Q 2003	4Q 2004 from 4Q 2003 (p)
51	Information										
	Total revenue .....	0.5	0.5	0.5	0.4	0.5	0.2	0.2	0.3	0.5	0.7
	Class of customer										
	Government .....	4.4	3.9	4.1	3.9	3.0	1.0	1.3	1.1	1.2	1.7
	Business .....	0.6	0.6	0.6	0.6	0.6	0.3	0.3	0.5	0.5	0.9
	Household consumers and individual users .....	0.8	1.0	0.9	0.9	1.0	0.3	0.2	0.2	0.5	0.6
511	Publishing industries										
	Total revenue .....	1.1	0.8	0.9	0.7	0.8	0.5	0.6	0.6	0.6	1.0
	Class of customer										
	Government .....	3.9	3.2	4.1	3.4	3.5	1.6	2.6	2.0	1.2	2.0
	Business .....	1.2	0.8	0.9	0.7	0.8	0.6	0.7	0.8	0.6	1.1
	Household consumers and individual users .....	2.9	2.9	2.3	2.4	2.8	0.8	1.4	1.1	1.6	2.8
51111	Newspaper publishers										
	Total revenue .....	0.7	0.8	0.7	0.6	0.6	0.4	0.4	0.3	0.2	0.5
	Class of customer										
	Government .....	S	S	S	S	S	S	S	S	S	S
	Business .....	1.0	1.1	1.1	0.9	0.8	0.5	0.4	0.5	0.2	0.6
	Household consumers and individual users .....	1.8	1.5	1.5	1.5	1.5	1.4	1.2	0.8	0.3	1.3
51112	Periodical publishers										
	Total revenue .....	1.7	2.0	1.7	1.3	1.2	0.8	0.7	0.8	1.0	1.6
	Class of customer										
	Government .....	S	S	S	S	S	S	S	S	S	S
	Business .....	2.4	2.5	2.3	2.0	1.8	0.7	1.1	1.3	0.9	1.4
	Household consumers and individual users .....	4.5	5.1	4.5	4.6	5.2	2.0	2.4	3.7	3.0	5.3
5111 pt	Book, database and directory, and other publishers										
	Total revenue .....	2.9	2.0	2.9	3.1	2.6	1.7	2.0	2.3	1.7	1.9
	Class of customer										
	Government .....	3.8	4.2	4.5	3.5	2.8	1.3	2.0	4.9	0.6	3.4
	Business .....	3.9	2.3	3.8	3.8	3.3	2.1	2.3	2.5	2.3	2.1
	Household consumers and individual users .....	S	5.6	5.6	5.8	4.6	S	1.7	3.2	1.1	S
5112	Software publishers										
	Total revenue .....	2.2	2.0	1.6	1.0	1.4	1.2	0.9	1.2	1.0	2.4
	Class of customer										
	Government .....	6.4	6.0	6.7	5.3	5.4	3.7	6.6	2.6	1.6	5.0
	Business .....	2.1	2.0	1.6	1.0	1.2	1.1	1.0	1.4	0.9	2.2
	Household consumers and individual users .....	S	S	S	S	S	S	S	S	S	S

See footnotes at end of table.

**Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.**

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation (Millions of dollars)					Standard error for percent change					
		4Q 2004	3Q 2004	2Q 2004	1Q 2004	4Q 2003	4Q 2004 from 3Q 2004	3Q 2004 from 2Q 2004	2Q 2004 from 1Q 2004	1Q 2004 from 4Q 2003	4Q 2004 from 4Q 2003	
		(p)	(r)				(p)	(r)			(p)	
512	Motion picture and sound recording industries											
	Total revenue .....	2.5	2.1	3.0	3.6	3.0	3.5	1.7	3.6	2.2	3.4	
	Class of customer											
	Government .....	S	S	S	S	S	S	S	S	S	S	
	Business .....	3.5	3.2	4.5	4.4	3.7	4.7	2.1	4.2	2.6	3.9	
	Household consumers and individual users .....	S	S	4.2	5.2	4.7	S	S	3.0	1.3	S	
513	Broadcasting and telecommunications											
	Total revenue .....	0.6	0.6	0.6	0.5	0.5	0.2	0.2	0.3	0.2	0.3	
	Class of customer											
	Government .....	2.4	2.5	1.8	2.0	1.9	0.6	0.9	0.7	0.3	1.0	
	Business .....	1.0	1.0	1.0	0.9	0.8	0.3	0.3	0.5	0.3	0.6	
	Household consumers and individual users .....	1.1	1.1	1.2	1.1	1.2	0.2	0.1	0.2	0.2	0.3	
5131	Radio and television broadcasting											
	Total revenue .....	1.9	2.3	2.2	1.7	2.2	0.9	1.0	1.6	1.1	1.8	
	Class of customer											
	Government .....	13.6	12.9	11.7	11.6	12.4	2.3	3.6	4.0	2.9	5.4	
	Business .....	2.2	2.6	2.4	2.0	2.4	0.9	0.8	1.5	0.9	1.6	
	Household consumers and individual users .....	S	S	S	S	S	S	S	S	S	S	
5132	Cable networks and program distribution											
	Total revenue .....	1.2	1.2	1.2	0.9	0.8	0.1	0.1	1.0	0.4	1.3	
	Class of customer											
	Government .....	14.7	14.6	14.3	13.6	13.8	0.1	0.5	2.2	3.2	0.6	
	Business .....	2.5	2.7	2.8	2.7	3.0	0.2	0.3	2.5	0.9	3.4	
	Household consumers and individual users .....	1.5	1.4	1.4	1.5	1.4	Z	0.1	0.4	0.4	0.3	
5133	Telecommunications											
	Total revenue .....	0.9	0.9	0.8	0.8	0.7	0.2	0.2	0.1	0.2	0.5	
	Class of customer											
	Government .....	2.3	2.6	1.9	2.1	1.9	0.6	0.9	0.8	0.3	0.9	
	Business .....	1.4	1.2	1.1	1.2	1.1	0.3	0.3	0.2	0.2	0.6	
	Household consumers and individual users .....	1.3	1.3	1.3	1.3	1.3	0.3	0.2	0.2	0.3	0.5	
51331	Wired telecommunications carriers											
	Total revenue .....	1.4	1.4	1.3	1.2	1.1	0.3	0.3	0.3	0.3	0.6	
	Class of customer											
	Government .....	4.8	5.6	4.0	3.6	3.2	1.3	1.4	0.9	0.4	1.6	
	Business .....	1.4	1.4	1.4	1.3	1.2	0.2	0.3	0.4	0.2	0.5	
	Household consumers and individual users .....	2.9	2.9	2.7	2.7	2.6	0.6	0.3	0.2	0.6	0.8	

See footnotes at end of table.

**Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.**

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation (Millions of dollars)					Standard error for percent change					
		4Q 2004 (p)	3Q 2004 (r)	2Q 2004	1Q 2004	4Q 2003	4Q 2004 from 3Q 2004 (p)	3Q 2004 from 2Q 2004 (r)	2Q 2004 from 1Q 2004	1Q 2004 from 4Q 2003	4Q 2004 from 4Q 2003 (p)	
51332	Wireless telecommunications carriers (except satellite)											
	Total revenue .....	0.4	0.4	0.3	0.3	0.3	0.1	0.2	0.1	Z	0.3	
	Class of customer											
	Government .....	S	S	S	S	S	S	S	S	S	S	S
	Business .....	S	S	S	S	S	S	S	S	S	S	S
	Household consumers and individual users .....	S	S	S	S	S	S	S	S	S	S	S
5133 pt	Other telecommunications											
	Total revenue .....	7.8	6.4	5.6	6.0	5.1	1.6	1.6	1.6	1.0	3.2	
	Class of customer											
	Government .....	18.6	17.9	18.1	19.7	17.5	2.1	1.7	7.3	1.7	3.6	
	Business .....	12.2	10.1	8.5	8.8	7.7	1.8	1.9	1.6	1.4	3.9	
	Household consumers and individual users .....	8.5	8.6	9.0	8.0	8.3	1.5	2.2	1.7	1.5	3.3	
514	Information services and data processing services											
	Total revenue .....	1.7	1.7	1.7	1.4	2.7	0.5	0.3	0.6	1.8	2.0	
	Class of customer											
	Government .....	11.2	10.4	10.2	9.3	6.2	1.9	1.3	2.2	2.9	4.5	
	Business .....	2.4	2.4	2.2	2.0	3.4	0.9	0.5	0.9	1.8	2.3	
	Household consumers and individual users .....	2.9	2.1	2.0	1.7	3.4	1.9	0.6	0.9	2.3	3.5	
5141	Information services											
	Total revenue .....	2.4	2.1	1.8	1.6	1.6	0.9	1.1	0.9	0.4	1.7	
	Class of customer											
	Government .....	S	S	S	S	S	S	S	S	S	S	
	Business .....	4.0	4.2	3.8	3.9	4.0	2.6	1.4	1.8	0.6	3.8	
	Household consumers and individual users .....	3.2	1.9	1.8	1.7	1.5	2.4	0.7	0.5	0.7	3.0	
5142	Data processing services											
	Total revenue .....	2.5	2.6	2.2	1.7	3.8	0.5	0.6	0.9	2.5	3.2	
	Class of customer											
	Government .....	13.5	13.0	12.7	11.1	7.6	0.6	0.6	1.9	2.9	4.9	
	Business .....	3.0	3.3	2.8	2.5	4.2	0.7	0.7	0.9	2.3	2.8	
	Household consumers and individual users .....	7.5	6.5	6.2	5.9	17.2	0.8	0.6	2.9	6.1	6.9	

(p) Preliminary estimate. (r) Revised estimate. Z Less than .05 percent.

S Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at [www.census.gov/svsd/www/qssreliability.html](http://www.census.gov/svsd/www/qssreliability.html).